
Appendix E

Local Business Survey Summary

South La Crosse Transportation Study

Local Business Survey

La Crosse, Wisconsin

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July 20, 2004

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South La Crosse Transportation Study

Local Business Survey

Prepared for Wisconsin Department of Transportation

1.0 Survey Background

A survey of businesses located on or near South Avenue/Mormon Coulee Road was conducted by Short Elliott Hendrickson Inc. (SEH[®]) as part of the South La Crosse Transportation Study initiated by the Wisconsin Department of Transportation, District 5 (WisDOT). The goal of the survey was to collect information from a business owners/operators perspective.

The survey was intended to gather information pertaining to local perceptions of economic vitality on the corridor, local perceptions of land use and transportation relationships, traffic issues, the importance of multi-modal opportunities, safety and aesthetics.

2.0 Methodology

Approximately 120 businesses were mailed surveys. Businesses receiving surveys were located along the urbanized area of the project study limits. This area can be defined as lying along South Avenue/Mormon Coulee Road between Green Bay Street and US 14/61/WIS 35. Businesses located on South Avenue/Mormon Coulee Road were identified from staff field reviews conducted earlier the same year. Businesses addresses were then collected by reviewing parcel data supplied by the city of La Crosse with the aid of geographic information systems (GIS). The majority of businesses included in the survey are located directly on South Avenue/Mormon Coulee Road. In a limited number of cases, a few businesses located on side streets intersecting with South Avenue/Mormon Coulee Road were also sent surveys.

The survey format included a one page cover sheet explaining project background information, the purpose of the study, and a survey area map. The survey itself consisted of three-pages (two sided) including 21 questions and space for additional comments. Nineteen questions consisted of multiple-choice responses, and two were open ended (see Appendix A, Local Business Survey).

Of the 120 surveys mailed to area businesses, a total of 51 (40.0%) were returned. The survey instrument was designed as a tool to gather the business

community perceptions pertaining to the corridor. Because the type, size and clientel of businesses vary widely on the corridor, it is anticipated that individual responses would reflect a wide range of perspectives.

In this report response frequencies were converted to percentages to adjust for those surveyed who did not complete all questions. In the majority of cases, percentages represent between 40 and 51 responses to a survey question with the vast majority representing 51 responses.

Percentages may not add up to 100% because of rounding. Percentages were rounded up at the 0.5 level, with those below 0.5 rounded down. Decimal points were not included in the report for readability purposes. In addition to percentages, the numerical tally of survey responses for each question are included in Appendix B, Survey Response Frequencies for reference.

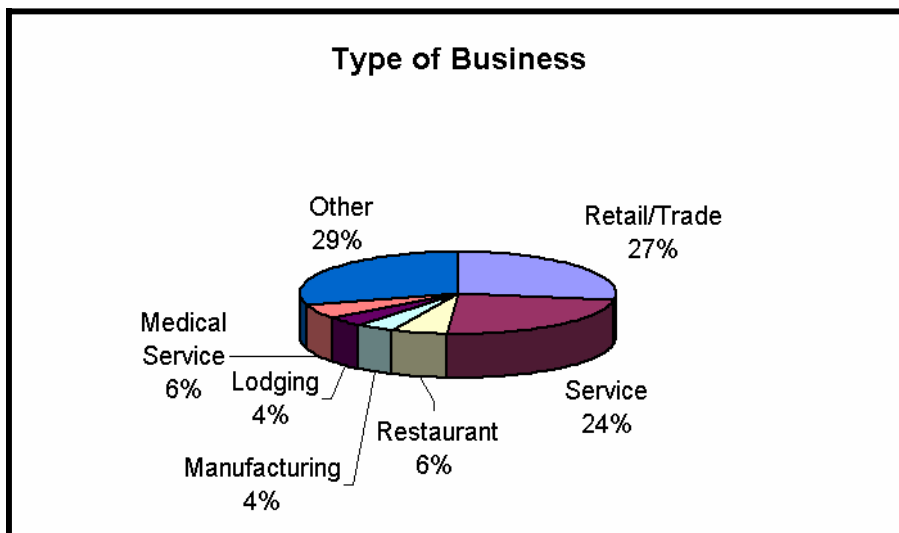
3.0 Summary of Survey Responses

The brief summary that follows is a generalization of business owner/operator responses to survey questions. The questions included on the survey can be categorized by:

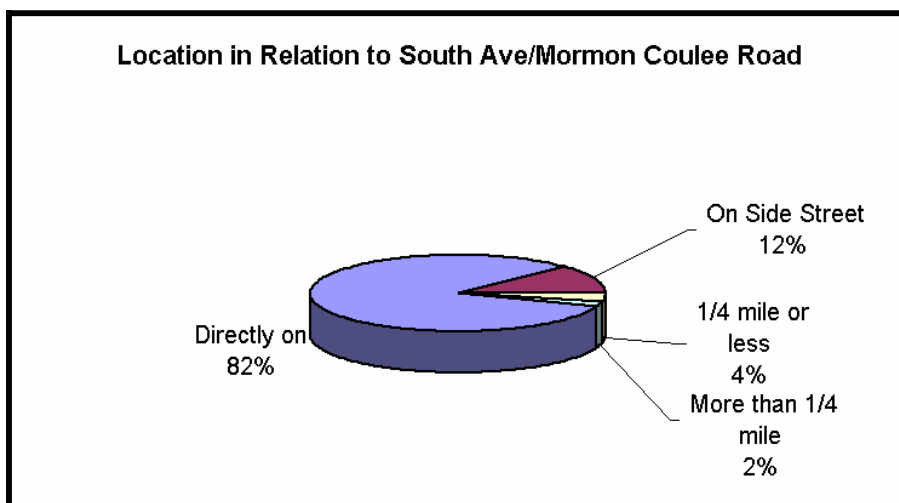
- **Demographics** – Characteristics of the businesses completing the survey.
- **Traffic** – Business owner/operator perceptions of traffic related issues on the corridor such as congestion, safety, etc.
- **Aesthetics** – Business owner/operator perceptions of the individual aesthetic elements present on the corridor.
- **Land Use/Transportation Relationships** – Perceptions of land use trends, future land use, and its influence on traffic on the corridor.
- **Multi-modal opportunities** – Types of bike/pedestrian, transit, and other amenities desired, present and their importance.

3.1 Demographics

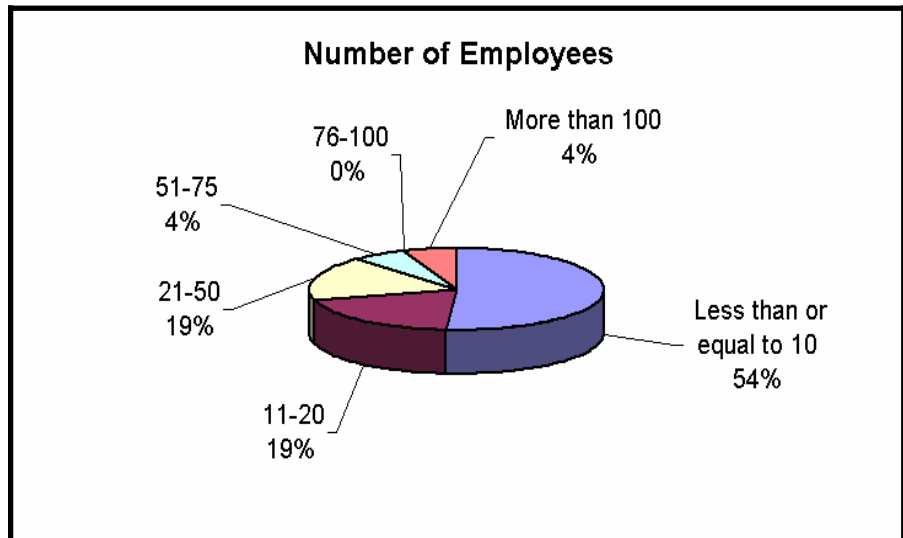
The majority of businesses responding to the survey reported that they were a retail or service type business. Other types of businesses responding to the other category included bars, insurance sales, a health club and utility among others (see Appendix C, Individual Responses to Open Ended Survey Questions).



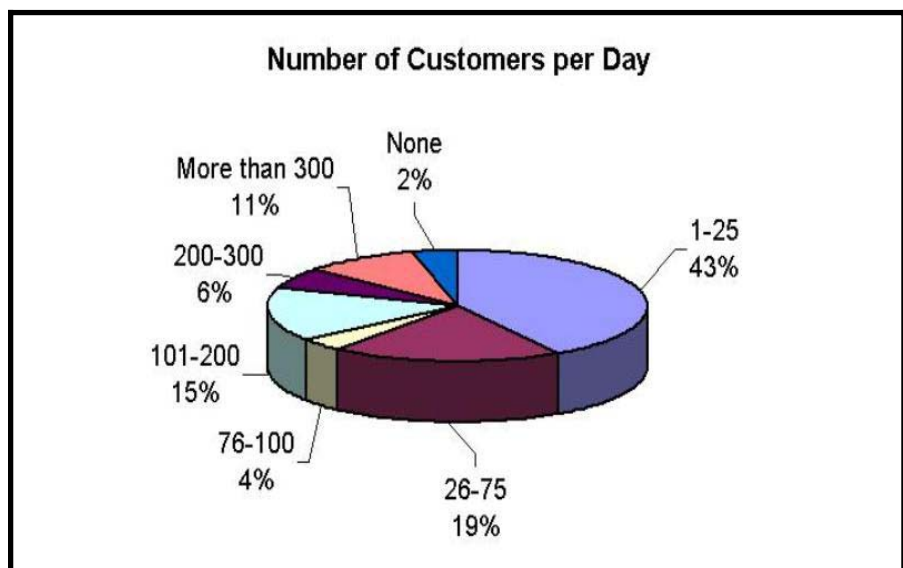
The majority responding to the survey were located directly on South Avenue/Mormon Coulee Road (82%) with about 18 percent located on a side street, 0.25 mile or less from the corridor, or just over 0.25 mile from South Avenue/Mormon Coulee Road.



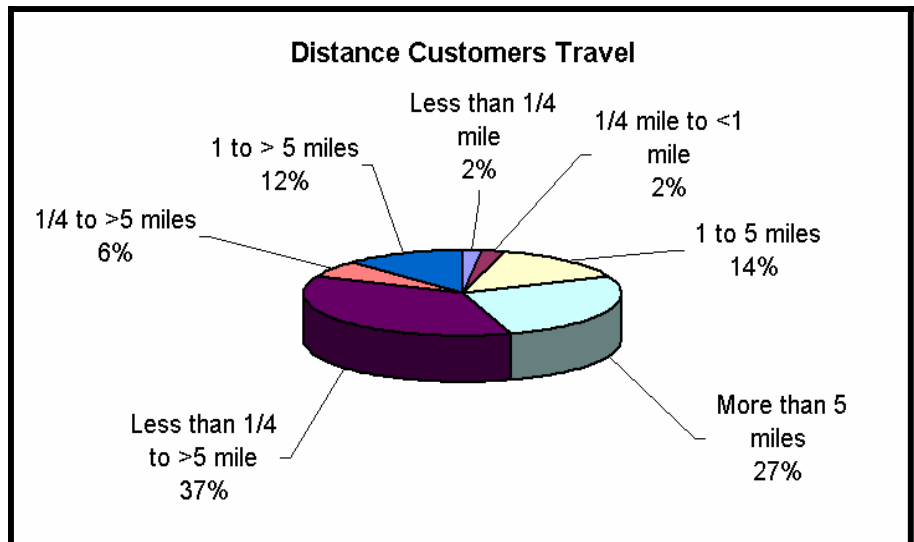
Over half of businesses completing the survey reported having 10 or less employees, with another 20 percent employing between 11 and 20 employees and 18 percent employing between 21 and 50 employees. Only six percent of the businesses reported having more than 100 employees. Based on field reviews, small to medium businesses employing between 10 and 50 employees appears to be typical of businesses on the corridor.



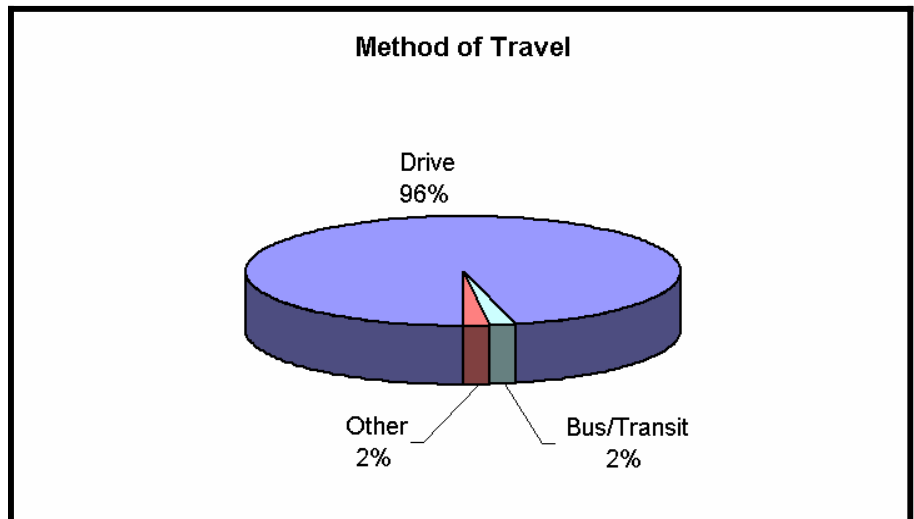
The majority of businesses (41%) reported having less than 25 customers frequent their business per day. Only ten percent reported having more than 300 customers per day. Field reviews of the corridor indicated that both large-scale discount retailers and small store front type businesses exist on the corridor. This is consistent with the survey results showing a wide range in the number of customers that frequent corridor businesses.



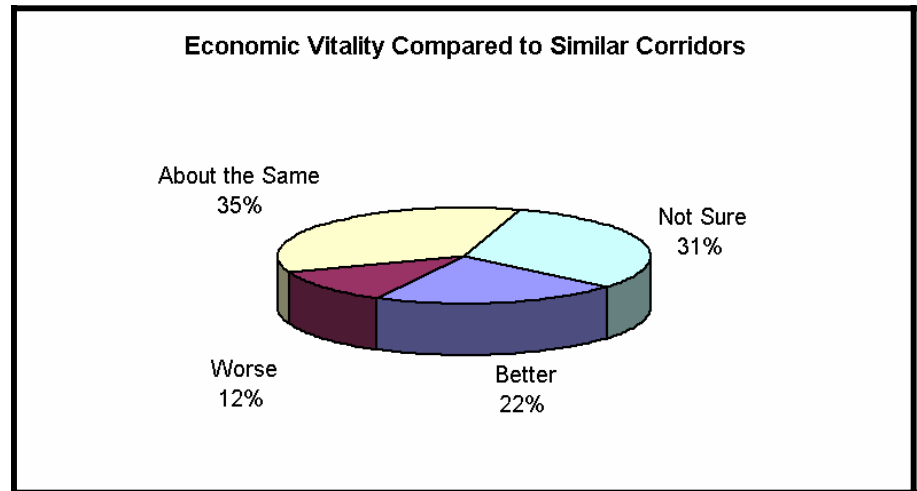
The majority of customers travel to the corridor from more than 0.25 miles away (86%). Only two percent of businesses reported customers traveling from distances less than 0.25 miles away, with 12 percent reporting that their customers travel all distances to patronize their business.



Not surprisingly, the majority of businesses surveyed indicated that the preferred method of travel for their customers to get to the business was by automobile (96%).



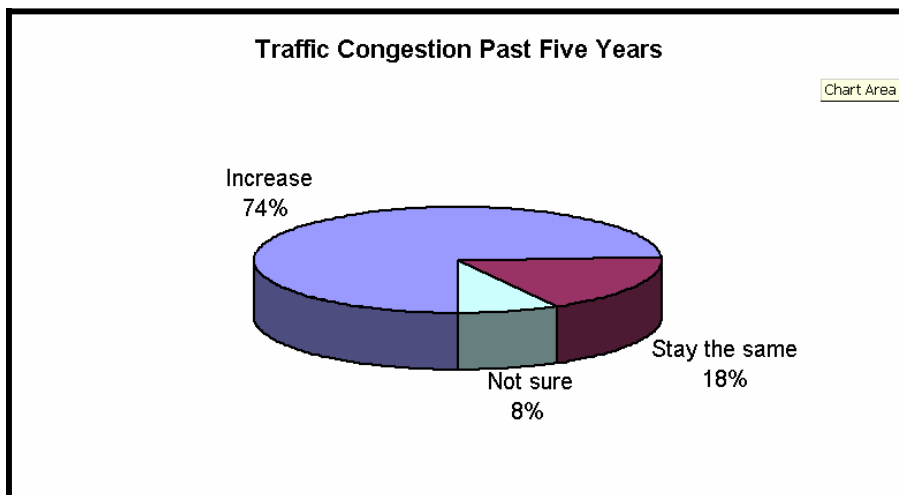
When asked about economic vitality of the corridor in relation to other similar roadways in the city of La Crosse, many businesses felt that South Avenue/Mormon Coulee Road was about the same (35%) as other locations with 22 percent feeling it was better and only 12 percent feeling it was worse. Surprisingly, 31 percent of the businesses completing the survey were not sure how the South Avenue/Mormon Coulee Road corridor compared to other similar corridors where economic vitality was concerned.



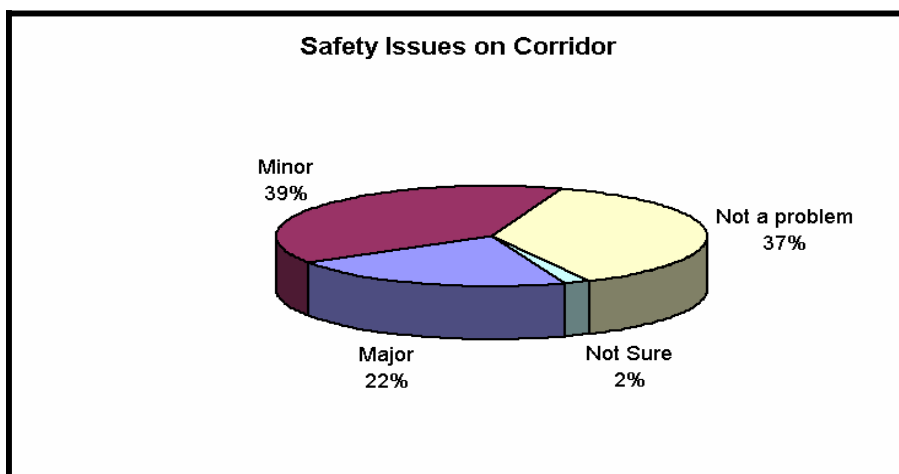
When asked about the effect of vehicles turning into and out of driveways and side roads along South Avenue/Mormon Coulee Road, 64 percent of the businesses felt that it either did not have an effect on economic vitality, or were unsure of the effect. Only 18 percent felt that the effect was negative with the same percentage feeling there was a positive effect on economic stability. When asked later in the survey, 90 percent felt that the number of driveways, alleys and intersections with other roads along the corridor presented either minor or no problem. In comparison, when asked about difficulty turning at intersections, 42 percent felt that it was a major traffic problem.

3.2 Traffic

Seventy-four percent of businesses felt that congestion on South Avenue/Mormon Coulee Road has increased over the past five years with only 18 percent feeling that it stayed about the same. However, over 63 percent felt it was only a minor or no problem, with only 33 percent of businesses identifying traffic congestion as a major problem.



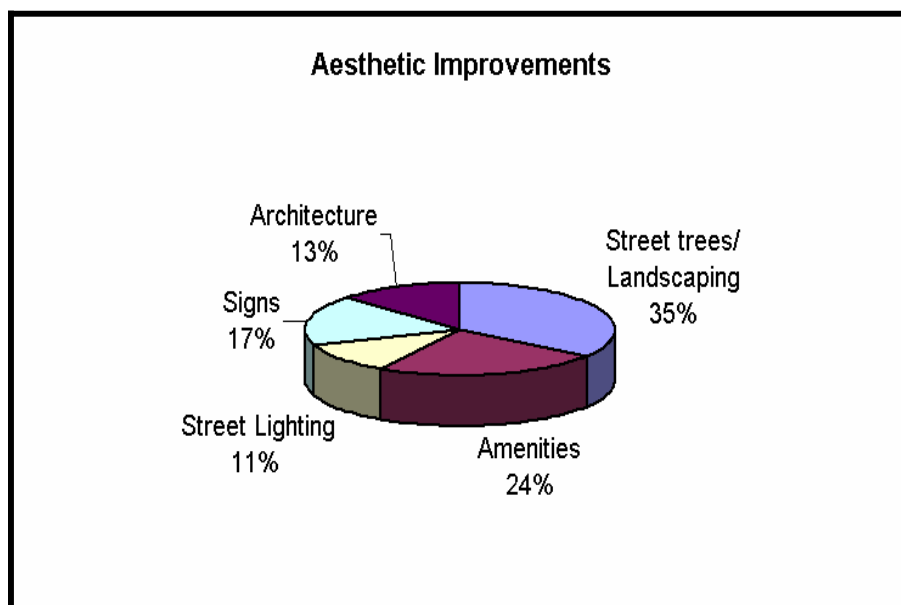
Generally survey respondents felt that safety conditions, the amount of heavy truck traffic and noise were either minor problems for the corridor, or not a problem. Businesses surveyed felt that using South Avenue/Mormon Coulee Road to access schools, businesses and workplaces presented only a minor problem (37%) or was not a problem at all (39%). Only a small percentage of businesses were not sure for each of the above issues.



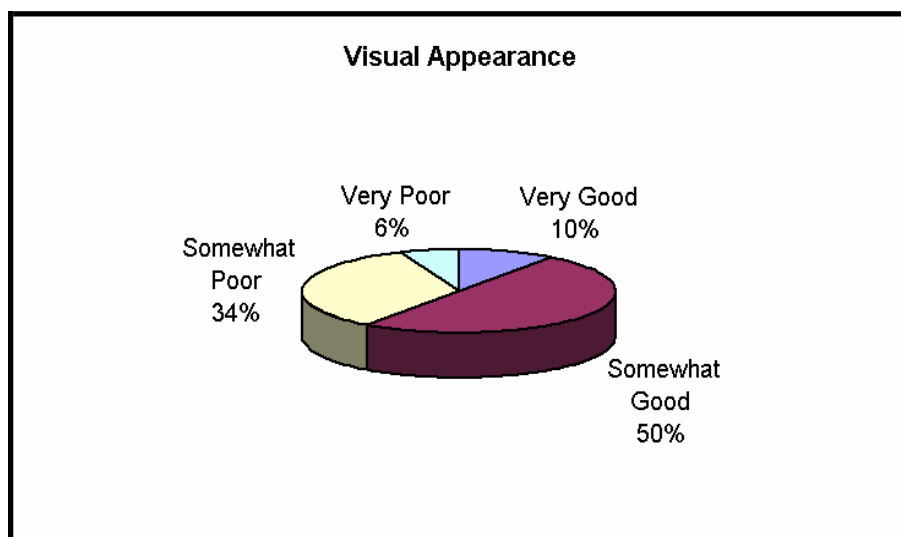
When asked specifically about traffic problems such as speeding traffic, vehicles traveling too slowly, and the number of driveways, alleys and intersections with other roads, businesses generally felt that these only provided minor if any problems on South Avenue/Mormon Coulee Road. For specific locations along South Avenue/Mormon Coulee Road that were identified by businesses as areas where safety is a problem see Appendix C, Individual Responses to Open Ended Survey Questions.

3.3 Aesthetics

Businesses were asked a series of questions to rate the aesthetic characteristics and amenities present on South Avenue/Mormon Coulee Road. Overall, the evaluation of amenities on the corridor such as street trees/landscaping, street lighting, signs (billboards, commercial signs, park signs, etc.) and architecture of buildings on the corridor were on the positive end. However the difference between opinions on the good end of the spectrum and on the poor end of the spectrum did not vary widely, with the exception of amenities (benches, bike racks, etc.). Where amenities were concerned, there was consistency in the responses as being somewhat to very poor on the corridor. However, street trees/landscaping was felt to be the most in need of improvement (35%) followed by amenities such as benches and bike racks (24%).

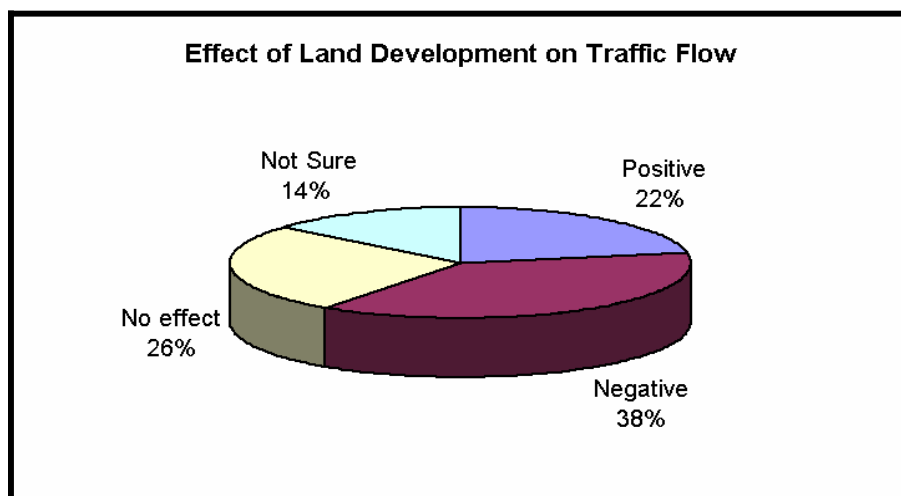


When asked to consider the visual appearance overall, 60 percent felt it was good, with 40 percent feeling it was somewhat to very poor.



3.4 Land Development

There was mixed responses about the relationship of land development patterns on the corridor and its effect on traffic flow. The majority (48%) felt it had either a positive effect on or no effect on traffic flow, with 38 percent feeling there was a negative influence.



Survey respondents felt that commercial (78%), residential (59%), and park/open space (48%) should increase along the corridor with industrial uses staying about the same. When it came to mixed-use development, respondents felt that it should stay the same (44%), however, there were a higher percentage of those answering not sure (22%) for this type of land use, which may be an indication that a higher number of those responding to the survey were not sure what was meant by mixed use, or did not know of enough examples to have an opinion on it.

3.5 Multi-modal

When asked about the importance of other transportation opportunities on the corridor, businesses felt that pedestrian accommodations and bus/transit were very important with bikes somewhat important. There were mixed feelings between taxi service being somewhat or not too important to them.

Businesses were asked to rate the multi-modal resources and amenities on the corridor. Sidewalk conditions, bus stops and curb ramps/crosswalks were rated good by respondents. Bike lanes and bike/pedestrian safety were rated fair to poor. However, bike/pedestrian crossings were felt to be somewhat safe.

Appendix A

Local Business Survey

South La Crosse Transportation Study Local Business Survey

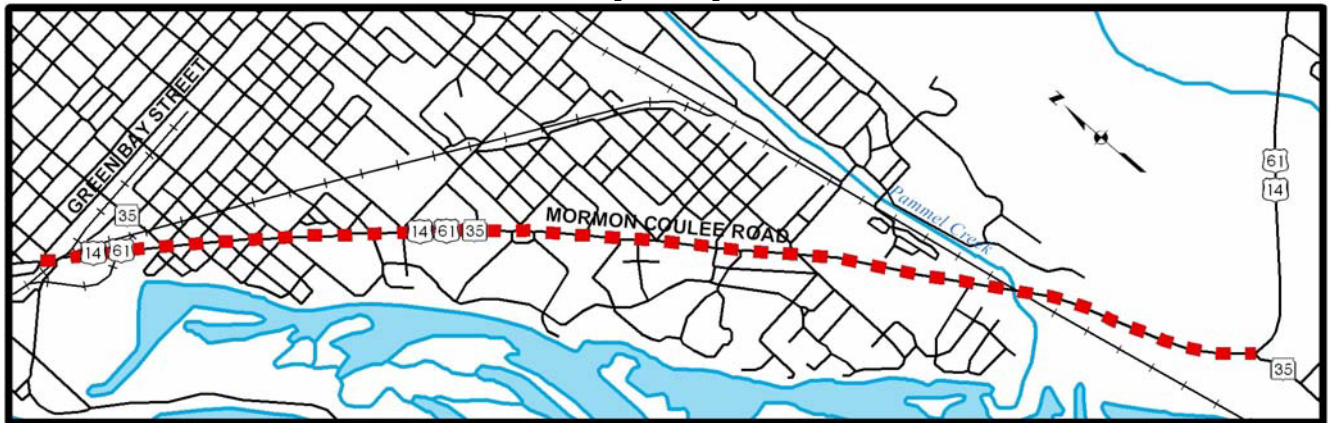
Dear Local Business Owner/Operator:

The Wisconsin Department of Transportation, La Crosse Area Planning Committee (LAPC), city of La Crosse, town of Shelby and the consulting firm Short Elliott Hendrickson Inc. (SEH) are beginning work on a long-term plan for South Avenue/Mormon Coulee Road (US 14/61/WIS 35). The goal of the plan is to develop a long-term vision for the corridor that balances the diverse community needs with mobility and access needs. The study is anticipated to take just over a year to complete.

Please take a few moments to have someone associated with your business complete the local business survey. Ideally, this individual would have some familiarity with the South Avenue/Mormon Coulee Road corridor. This survey has been sent to area businesses to help obtain specific input relating to the corridor. The survey will only take approximately 5-10 minutes of your time. Your responses will remain completely confidential.

The corridor that we are studying extends from the Green Bay Street intersection (just south of Gundersen/Lutheran Medical Center) continues south along South Avenue and Mormon Coulee Road to the large intersection where US 14/61 goes southeast to Coon Valley and WIS 35 goes south to Stoddard.

Survey Study Area



For further information about the South La Crosse Transportation Study, please contact either Beth Price (WisDOT Project Manager) at 608.785.9045 or Darren Fortney, AICP (SEH Project Manager) at 1.800.732.4362.

Thank you for taking the time to complete the survey. Your Input will provide the study team with valuable information as we begin this study. ***Once completed, please use the pre-paid envelop to mail the completed survey back to us no later than Wednesday, July 14, 2004.*** The survey questions begin on the next page.



South La Crosse Transportation Study Local Business Survey

Instructions: Please answer each of the following questions according to the instructions given.

1. What type of business do you own/operate? (circle the most appropriate response)

1. Retail Trade
2. Service
3. Restaurant/Food Sales
4. Manufacturing/Production
5. Lodging
6. Medical Services
7. Other (Please Specify:_____)

2. Where is your business located in relation to South Avenue/Mormon Coulee Road? (check one)

- ☐ 1. Directly on South Avenue/Mormon Coulee Road
- ☐ 2. Side street of South Avenue/Mormon Coulee Road
- ☐ 3. ¼ mile or less from, but not on or on a side street of, South Ave/Mormon Coulee Road
- ☐ 4. More than ¼ mile from South Avenue/Mormon Coulee Road

3. Approximately how many people do you EMPLOY at your business? (circle one)

1. Less than or equal to 10
2. 11-20
3. 21- 50
4. 51- 75
5. 76-100
6. More than100

4. About how many customers per day frequent your business? (circle one)

1. 1-25
2. 26-75
3. 76-100
4. 101-200
5. 200-300
6. More than 300
7. None

--OVER--

5. About how far do your customers travel to get to your business? (circle all that apply)
1. Less than $\frac{1}{4}$ mile
 2. $\frac{1}{4}$ mile to less than 1 mile
 3. 1 to 5 miles
 4. More than 5 miles
6. How does the economic vitality of South Avenue/Mormon Coulee Road compare to other similar roadway corridors in the City of La Crosse? (check one)
- ☐ 1. South Avenue/Mormon Coulee Road is BETTER than other similar corridors
- ☐ 2. South Avenue/Mormon Coulee Road is WORSE than other similar corridors
- ☐ 3. South Avenue/Mormon Coulee Road is ABOUT THE SAME as other similar corridors
- ☐ 4. Not Sure
7. What is your customers' primary method of traveling on South Avenue/Mormon Coulee Road? (circle one)
1. Drive
 2. Bike
 3. Walk
 4. Bus/Transit
 5. Taxi
 6. Other (_____)
8. What effect do vehicles turning into and out of driveways and side roads have on the economic stability of the corridor? (circle one)
1. Positive
 2. Negative
 3. No effect
 4. Not sure
9. Over the past five years, do you feel traffic congestion on South Avenue/Mormon Coulee Road has: (circle one)
1. Increased
 2. Stayed the Same
 3. Decreased
 4. Not Sure

--CONTIUNED ON NEXT PAGE--

10. For each of the following issues, please indicate if it is a Major Problem, Minor Problem, or Not a Problem? (Place a check in the appropriate box)

	Major	Minor	Not a Problem	Not Sure
1. Safety conditions along South Avenue/Mormon Coulee Road				
2. The amount of heavy truck traffic				
3. Noise along South Avenue/Mormon Coulee Road				
4. Access to schools, businesses, and workplaces				

11. Is there a particular location you would like to identify where SAFETY is a problem along South Avenue/Mormon Coulee Road?

12. Based on your experiences driving on South Avenue/Mormon Coulee Road, please check how significant a problem each issue below represents: (Place a check in the appropriate box)

	Major	Minor	None	Not Sure
1. Speeding traffic				
2. Traffic congestion				
3. Difficulty turning at intersections				
4. Traffic traveling too slowly				
5. Number of driveways, alleys, and intersections with other roads				

13. Please rate the following aesthetic characteristics on South Avenue/Mormon Coulee Road: (Place a check in the appropriate box)

	Very Good	Somewhat Good	Somewhat Poor	Very Poor	Not Sure
1. Street trees/Landscaping					
2. Amenities (benches, bike racks, etc.)					
3. Street lighting					
4. Signs (commercial signs, billboards, park signs, etc.)					
5. Architecture of buildings on corridor					

14. Of the aesthetic characteristics that you rated in the previous question, which one do you think needs the most improvement? (circle one)

1. Street trees/Landscaping
2. Amenities (benches, bike racks, etc.)
3. Street lighting
4. Signs (commercial signs, billboards, park signs, etc.)
5. Architecture of buildings on corridor

15. Overall, how would you rate the visual appearance of the South Avenue/Mormon Coulee Road area? Would you say it is... (circle one)

1. Very Good
2. Somewhat Good
3. Somewhat Poor
4. Very Poor
5. Not Sure

16. In your opinion, do you feel that recent land development patterns along South Avenue/Mormon Coulee Road have had a positive, negative, or no effect on traffic flow? (circle one)

1. Positive
2. Negative
3. No effect on traffic flow
4. Not Sure

17. How do you think the use of property along South Avenue/Mormon Coulee Road should change over time? (Place a check in the appropriate box)

	Increase	Decrease	Stay the Same	Not Sure
1. Commercial Use				
2. Residential Use				
3. Industrial Use				
4. Mixed Use (combinations of commercial, residential, industrial)				
5. Park & Open Space				

18. Please rate the importance of each alternate method of transportation to you: (Place a check in the appropriate box)

	Very Important	Somewhat Important	Not too Important	Not Important at all	Not Sure
1. Bike (lanes, trails, etc.)					
2. Pedestrian (sidewalks, paths, etc.)					
3. Bus/Transit					
4. Taxi					

19. Based on your experiences, please rate the following resources for South Avenue/Mormon Coulee Road: (Place a check in the appropriate box)

		Good	Fair	Poor	Not Sure
1. Sidewalk conditions					
2. Bike lanes/routes					
3. Bike/pedestrian safety					
4. Bus stops					
5. Curb ramps/crosswalks					

20. Generally, do you feel pedestrian and bicycle crossings on South Avenue/Mormon Coulee Road are... (circle one)

1. Very Safe
2. Somewhat safe
3. Somewhat unsafe
4. Very unsafe
5. Not Sure

21. Is there a specific location for pedestrian and bicycle crossings on South Avenue/Mormon Coulee Road that you think is the most problematic?

Thank you for taking the time to complete the survey. Your input will provide the study team with valuable information as we begin this study. ***Please use the pre-paid envelop to mail the completed survey back to us no later than Wednesday, July 14, 2004.***

For further information, please contact either Beth Price (WisDOT Project Manager) at 608.785.9045 or Darren Fortney, AICP (SEH Project Manager) at 1.800.732.4362.

Additional comments can be included on the back of this sheet.

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Appendix B

Survey Response Frequencies

South La Crosse Transportation Study

Local Business Survey – Response Frequencies (Percent)

1. What type of business do you own/operate?

1. Retail Trade.....	27%
2. Service.....	24%
3. Restaurant/Food Sales.....	6%
4. Manufacturing/Production	4%
5. Lodging.....	4%
6. Medical Services.....	6%
7. Other	29%

2. Where is your business located in relation to South Avenue/Mormon Coulee Road?

1. Directly on South Avenue/Mormon Coulee Road.....	82%
2. Side street of South Avenue/Mormon Coulee Road.....	12%
3. ¼ mile or less from, but not on or on a side street of, South Ave/Mormon Coulee Road.....	4%
4. More than ¼ mile from South Avenue/Mormon Coulee Road	2%

3. Approximately how many people do you EMPLOY at your business?

1. Less than or equal to 10	51%
2. 11-20	20%
3. 21- 50	18%
4. 51- 75	6%
5. 76-100	0%
6. More than 100	6%

4. About how many customers per day frequent your business?

1. 1-25	41%
2. 26-75	20%
3. 76-100	4%
4. 101-200	16%
5. 200-300	6%
6. More than 300	10%
7. None.....	4%

5. About how far do your customers travel to get to your business?

- | | |
|-------------------------------------|-----|
| 1. Less than ¼ mile | 2% |
| 2. ¼ mile to less than 1 mile | 2% |
| 3. 1 to 5 miles..... | 14% |
| 4. More than 5 miles | 27% |
| 5. ¼ mile to more than 5 miles..... | 37% |
| 6. 1 to more than 5 miles..... | 6% |
| 7. All distances..... | 12% |

6. How does the economic vitality of South Avenue/Mormon Coulee Road compare to other similar roadway corridors in the City of La Crosse? South Avenue/Mormon Coulee Road is...

- | | |
|--|-----|
| 1. <u>BETTER</u> than other similar corridors..... | 22% |
| 2. <u>WORSE</u> than other similar corridors..... | 12% |
| 3. <u>ABOUT THE SAME</u> as other similar corridors..... | 35% |
| 4. Not Sure | 31% |

7. What is your customers' primary method of traveling on South Avenue/Mormon Coulee Road?

- | | |
|---------------------|-----|
| 1. Drive | 96% |
| 2. Bike..... | 0% |
| 3. Walk..... | 0% |
| 4. Bus/Transit..... | 2% |
| 5. Taxi | 0% |
| 6. Other | 2% |

8. What effect do vehicles turning into and out of driveways and side roads have on the economic stability of the corridor?

- | | |
|-------------------|-----|
| 1. Positive..... | 18% |
| 2. Negative | 18% |
| 3. No effect..... | 32% |
| 4. Not sure..... | 32% |

9. Over the past five years, do you feel traffic congestion on South Avenue/Mormon Coulee Road has:

- | | |
|-------------------------|-----|
| 1. Increased | 74% |
| 2. Stayed the Same..... | 18% |
| 3. Decreased..... | 0% |
| 4. Not Sure | 8% |

10. For each of the following issues, please indicate if it is a Major Problem, Minor Problem, or Not a Problem?

	Major	Minor	Not a Problem	Not Sure
1. Safety conditions along South Avenue/Mormon Coulee Road	22%	39%	37%	2%
2. The amount of heavy truck traffic	25%	43%	25%	6%
3. Noise along South Avenue/Mormon Coulee Road	12%	51%	31%	6%
4. Access to schools, businesses, and workplaces	22%	37%	39%	2%

11. Is there a particular location you would like to identify where SAFETY is a problem along South Avenue/Mormon Coulee Road?

See Appendix C, Individual Responses to Open Ended Survey Questions

12. Based on your experiences driving on South Avenue/Mormon Coulee Road, please check how significant a problem each issue below represents:

	Major	Minor	None	Not Sure
1. Speeding traffic	14%	61%	22%	4%
2. Traffic congestion	33%	47%	16%	4%
3. Difficulty turning at intersections	42%	28%	28%	2%
4. Traffic traveling too slowly	16%	33%	49%	2%
5. Number of driveways, alleys, and intersections with other roads	6%	49%	41%	4%

13. Please rate the following aesthetic characteristics on South Avenue/Mormon Coulee Road:

	Very Good	Somewhat Good	Somewhat Poor	Very Poor	Not Sure
1. Street trees/Landscaping	16%	38%	26%	18%	2%
2. Amenities (benches, bike racks, etc.)	4%	12%	35%	37%	12%
3. Street lighting	24%	46%	16%	8%	6%
4. Signs (commercial signs, billboards, park signs, etc.)	6%	46%	32%	8%	8%
5. Architecture of buildings on corridor	4%	50%	38%	4%	4%

14. Of the aesthetic characteristics that you rated in the previous question, which one do you think needs the most improvement?

1. Street trees/Landscaping 35%
2. Amenities (benches, bike racks, etc.)..... 24%
3. Street lighting..... 11%
4. Signs (commercial signs, billboards, park signs, etc.)..... 17%
5. Architecture of buildings on corridor 13%

15. Overall, how would you rate the visual appearance of the South Avenue/Mormon Coulee Road area? Would you say it is...

1. Very Good..... 10%
2. Somewhat Good..... 50%
3. Somewhat Poor 34%
4. Very Poor 6%
5. Not Sure 0%

16. In your opinion, do you feel that recent land development patterns along South Avenue/Mormon Coulee Road have had a positive, negative, or no effect on traffic flow?

1. Positive..... 22%
2. Negative 38%
3. No effect on traffic flow 26%
4. Not Sure 14%

17. How do you think the use of property along South Avenue/Mormon Coulee Road should change over time?

	Increase	Decrease	Stay the Same	Not Sure
1. Commercial Use	78%	2%	16%	4%
2. Residential Use	2%	59%	36%	2%
3. Industrial Use	7%	32%	50%	11%
4. Mixed Use (combinations of commercial, residential, industrial)	16%	18%	44%	22%
5. Park & Open Space	48%	9%	34%	9%

18. Please rate the importance of each alternate method of transportation to you:

	Very Important	Somewhat Important	Not too Important	Not Important at all	Not Sure
1. Bike (lanes, trails, etc.)	23%	43%	18%	16%	0%
2. Pedestrian (sidewalks, paths, etc.)	51%	33%	10%	6%	0%
3. Bus/Transit	37%	35%	16%	12%	0%
4. Taxi	20%	29%	29%	22%	0%

19. Based on your experiences, please rate the following resources for South Avenue/Mormon Coulee Road:

		Good	Fair	Poor	Not Sure
1. Sidewalk conditions	8%	51%	33%	6%	2%
2. Bike lanes/routes	2%	8%	29%	45%	16%
3. Bike/pedestrian safety	2%	22%	36%	32%	8%
4. Bus stops	4%	48%	26%	6%	16%
5. Curb ramps/crosswalks	4%	58%	24%	6%	8%

20. Generally, do you feel pedestrian and bicycle crossings on South Avenue/Mormon Coulee Road are...

- 1. Very Safe 8%
- 2. Somewhat safe 51%
- 3. Somewhat unsafe 27%
- 4. Very unsafe 14%
- 5. Not Sure 0%

21. Is there a specific location for pedestrian and bicycle crossings on South Avenue/Mormon Coulee Road that you think is the most problematic?

See Appendix C, Individual Responses to Open Ended Survey Questions

Additional Comments:

See Appendix C, Individual Responses to Open Ended Survey Questions

South La Crosse Transportation Study

Local Business Survey – Response Frequencies (Number of Responses)

1. What type of business do you own/operate? (51)

1. Retail Trade.....	14
2. Service.....	12
3. Restaurant/Food Sales.....	3
4. Manufacturing/Production	2
5. Lodging.....	2
6. Medical Services.....	3
7. Other	15

2. Where is your business located in relation to South Avenue/Mormon Coulee Road? (51)

1. Directly on South Avenue/Mormon Coulee Road.....	42
2. Side street of South Avenue/Mormon Coulee Road.....	6
3. ¼ mile or less from, but not on or on a side street of, South Ave/Mormon Coulee Road.....	2
4. More than ¼ mile from South Avenue/Mormon Coulee Road	1

3. Approximately how many people do you EMPLOY at your business? (51)

1. Less than or equal to 10	26
2. 11-20	10
3. 21 – 50.....	9
4. 51 – 75.....	3
5. 76 -100	0
6. More than 100	3

4. About how many customers per day frequent your business? (51)

1. 1-25	21
2. 26-75	10
3. 76-100	2
4. 101-200	8
5. 200-300	3
6. More than 300	5
7. None.....	2

5. About how far do your customers travel to get to your business? (49)

1. Less than ¼ mile	1
2. ¼ mile to less than 1 mile	1
3. 1 to 5 miles.....	7
4. More than 5 miles	13
5. ¼ mile to more than 5 miles.....	18
6. 1 to more than 5 miles.....	3
7. All distances.....	6

6. How does the economic vitality of South Avenue/Mormon Coulee Road compare to other similar roadway corridors in the City of La Crosse? South Avenue/Mormon Coulee Road is... (51)

1. <u>BETTER</u> than other similar corridors.....	11
2. <u>WORSE</u> than other similar corridors.....	6
3. <u>ABOUT THE SAME</u> as other similar corridors.....	18
4. Not Sure	16

7. What is your customers' primary method of traveling on South Avenue/Mormon Coulee Road? (51)

1. Drive	49
2. Bike	0
3. Walk.....	0
4. Bus/Transit.....	1
5. Taxi	0
6. Other	1

8. What effect do vehicles turning into and out of driveways and side roads have on the economic stability of the corridor? (50)

1. Positive.....	9
2. Negative	9
3. No effect.....	16
4. Not sure.....	16

9. Over the past five years, do you feel traffic congestion on South Avenue/Mormon Coulee Road has: (50)

1. Increased	37
2. Stayed the Same.....	9
3. Decreased.....	0
4. Not Sure	4

10. For each of the following issues, please indicate if it is a Major Problem, Minor Problem, or Not a Problem?

	Major	Minor	Not a Problem	Not Sure
1. Safety conditions along South Avenue/Mormon Coulee Road	11	20	19	1
2. The amount of heavy truck traffic	13	22	13	3
3. Noise along South Avenue/Mormon Coulee Road	6	26	16	3
4. Access to schools, businesses, and workplaces	11	19	20	1

11. Is there a particular location you would like to identify where SAFETY is a problem along South Avenue/Mormon Coulee Road?

See Appendix C, Individual Responses to Open Ended Survey Questions

12. Based on your experiences driving on South Avenue/Mormon Coulee Road, please check how significant a problem each issue below represents:

	Major	Minor	None	Not Sure
1. Speeding traffic	7	31	11	2
2. Traffic congestion	17	24	8	2
3. Difficulty turning at intersections	21	14	14	1
4. Traffic traveling too slowly	8	17	25	1
5. Number of driveways, alleys, and intersections with other roads	3	25	21	2

13. Please rate the following aesthetic characteristics on South Avenue/Mormon Coulee Road:

	Very Good	Somewhat Good	Somewhat Poor	Very Poor	Not Sure
1. Street trees/Landscaping	8	19	13	9	1
2. Amenities (benches, bike racks, etc.)	2	6	17	18	6
3. Street lighting	12	23	8	4	3
4. Signs (commercial signs, billboards, park signs, etc.)	3	23	16	4	4
5. Architecture of buildings on corridor	2	25	19	2	2

14. Of the aesthetic characteristics that you rated in the previous question, which one do you think needs the most improvement? (46)

1. Street trees/Landscaping16
2. Amenities (benches, bike racks, etc.).....11
3. Street lighting.....5
4. Signs (commercial signs, billboards, park signs, etc.).....8
5. Architecture of buildings on corridor6

15. Overall, how would you rate the visual appearance of the South Avenue/Mormon Coulee Road area? Would you say it is... (50)

1. Very Good.....5
2. Somewhat Good.....25
3. Somewhat Poor17
4. Very Poor3
5. Not Sure0

16. In your opinion, do you feel that recent land development patterns along South Avenue/Mormon Coulee Road have had a positive, negative, or no effect on traffic flow? (50)

1. Positive.....11
2. Negative19
3. No effect on traffic flow13
4. Not Sure7

17. How do you think the use of property along South Avenue/Mormon Coulee Road should change over time?

	Increase	Decrease	Stay the Same	Not Sure
1. Commercial Use	35	1	7	2
2. Residential Use	1	26	16	1
3. Industrial Use	3	14	22	5
4. Mixed Use (combinations of commercial, residential, industrial)	7	8	20	10
5. Park & Open Space	21	4	15	4

18. Please rate the importance of each alternate method of transportation to you:

	Very Important	Somewhat Important	Not too Important	Not Important at all	Not Sure
1. Bike (lanes, trails, etc.)	11	21	9	8	0
2. Pedestrian (sidewalks, paths, etc.)	25	16	5	3	0
3. Bus/Transit	18	17	8	6	0
4. Taxi	10	14	14	11	0

19. Based on your experiences, please rate the following resources for South Avenue/Mormon Coulee Road:

		Good	Fair	Poor	Not Sure
1. Sidewalk conditions	4	25	16	3	1
2. Bike lanes/routes	1	4	14	22	8
3. Bike/pedestrian safety	1	11	18	16	4
4. Bus stops	2	24	13	3	8
5. Curb ramps/crosswalks	2	29	12	3	4

20. Generally, do you feel pedestrian and bicycle crossings on South Avenue/Mormon Coulee Road are... (51)

1. Very Safe	4
2. Somewhat safe	26
3. Somewhat unsafe	14
4. Very unsafe	7
5. Not Sure	0

21. Is there a specific location for pedestrian and bicycle crossings on South Avenue/Mormon Coulee Road that you think is the most problematic?

See Appendix C, Individual Responses to Open Ended Survey Questions

Additional Comments:

See Appendix C, Individual Responses to Open Ended Survey Questions

Appendix C

Individual Responses to Open Ended Survey Question

Question 1 – What type of business do you own/operate? (other)

- Sports Bar
- We only rent out a parcel of land along South Avenue
- Quik Lube
- Insurance
- Specialty Sales
- Bowling and Bar
- Auto Repair
- Pay Day Loans
- Bar
- Daycare Facility
- Contracting
- Fitness Center
- Electrical Contractor
- Insurance
- Utility

Question 11 – Is there a particular location you would like to identify where SAFETY is a problem along South Avenue/Mormon Coulee Road?

- Vehicles that run red lights as they just turn red
 - Yes, where there is no center turn lane on South Avenue
 - new stoplights at the Wal Mart Super Center
 - US 14/61/WIS 35 Intersection
 - Yes, between Green Bay Street & Ward Ave (no center turn lane causes a lot of problems)
 - Absolutely, US 14/61/WIS 35 intersection. Need lights at this intersection!
 - US 14/61/WIS 35 Intersection
 - AW/Pizza King 16th Street intersection!
 - Change speed limit to 30 MPH from 40 MPH, coordinate traffic lights
 - Ward Avenue and East Avenue
 - Gundersen Lutheran pedestrian lights - too many cars stopping suddenly for one person crossing the street, dangerous with two lanes of traffic on each side!
 - corner of East Avenue, South Avenue, and Ward Avenue
 - merging of traffic by US 14/61 - entrance in and out of State Bank - sudden stops
 - Center turn lane outside our business is in *** with *** turn the other way! Turn from turn to **** Road to Mormon Coulee Road - take left turn from US 14 to WIS 35
 - Westbound on Thompson Street trying to enter South Avenue
 - Broadview/Mormon Coulee Road
 - Between 7th Street and West Avenue
 - Left turns from 13th Street onto Horton Street and South Avenue
 - South Avenue and West Avenue
 - 33rd Street entrance
 - By Shelby Mall & Wal Mart
 - Turning into Riverfront Inc.
 - Better organization of traffic on South Avenue where the detour for the road widening is. It is a free-for-all.
 - Intersection of 16th Street/Thompson Street/South Avenue
 - Light at 7th Street, the yellow light is too short
-

-
- At the intersection of Mormon Coulee Road and 33rd Street bicycle traffic riders going north on the south bound sidewalk when waiting at the intersection on 33rd street. Trying to get onto Mormon Coulee Road I find that the bicycle traffic going the wrong way on the sidewalk is a dangerous situation.
 - Mormon Coulee Road and Broadview, Crosswalk by Trane Park
 - Intersection of Ward Ave. and South Ave. area. Turning out of any business is dangerous

Question 21 – Is there a specific location for pedestrian and bicycle crossings on South Avenue/Mormon Coulee Road that you think is the most problematic?

- East Avenue, Mormon Coulee Road, South Avenue
- Don't know where, heavy traffic and speeding
- Crosswalk by Gundersen Lutheran
- South Ave, Ward Avenue, East Avenue
- no bike lane
- East Avenue/South Avenue Intersection
- nothing along Mormon Coulee on side of street by Gardner
- Mormon Coulee Road and Losey Blvd.
- Broadview/Mormon Coulee
- South Avenue and Ward Avenue
- most areas without stop lights
- somewhat unsafe
- Pick one (by Trane Park)
- 3000 Block South Avenue/Riverfront
- 14th Street and South Avenue
- all
- See answer to question # 11 Please also take into consideration side walks and bike paths going east and west bound at the US 14/61/WIS 35 Intersection
- Mormon Coulee Rd. and Broadview
- Gundersen Lutheran crosswalks – southbound stops
- Near 3,000 South Ave.

Additional Comments

- South Avenue especially is very busy needs to have 5th lane for turning lane like Mormon Coulee Road
 - A pretty good street. It has definitely improved over the years. We've been on it now over 30 years.
 - Since the Wal-Mart went in, the traffic in front of our business has increased and it sits at a stand still to the point that clients can't get in or out of business. The lights need to be coordinated better to allow a few time to enter road. The intersection at US 14/61/WIS 35 is very difficult for most drivers to understand.
 - Signals at Mormon Coulee and 33rd Street would be beneficial for 5416 South 33rd Street
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